

Message Text

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PAGE 01 DAMASC 01330 251558Z
ACTION NEA-10

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R 251511Z FEB 77
FM AMEMBASSY DAMASCUS
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UNCLAS DAMASCUS 1330

FOR DIBA/OIM, TYRRELL

E.O. 11652: N/A
TAGS: BEXP SY
SUBJECT: DAMASCUS INTERNATIONAL FAIR

1. EMBASSY PROPOSES FOLLOWING LETTER INVITING U.S. FIRMS
TO PARTICIPATE IN FAIR:

QTE: IT IS MY PLEASURE TO INVITE YOUR COMPANY TO PARTICIPATE
IN THE UNITED STATES PAVILION ON THE 24TH DAMASCUS
INTERNATIONAL FAIR, TO BE HELD JULY 25-AUGUST 20 IN DAMASCUS,
SYRIA. WE ORGANIZED A SUCCESSFUL PAVILION IN LAST YEAR'S
FAIR, WITH 29 U.S. FIRMS PARTICIPATING -- ELEVEN OF THEM
NEW TO THE SYRIAN MARKET. OFF-THE-FLOOR SALES TOTALED DOLS.
1.5 MILLION, AND PROJECTED SALES APPROACHED AN ESTIMATED
DOLS. 17 MILLION. THE FAIR DREW ABOUT 1.2 MILLION VISITORS,
MANY OF THEM POTENTIAL BUYERS, NOT ONLY FROM SYRIA BUT FROM
LEBANON, JORDAN, AND THE ARABIAN PENINSULA.

AMERICAN PARTICIPATION IN THE DAMASCUS FAIR
SHOULD BE SEEN IN THE CONTEXT OF RAPIDLY-INCREASING
U.S. SALES TO SYRIA AND CONTINUING SYRIAN INTEREST IN
AMERICAN GOODS AND SERVICES. AMERICAN EXPORTS TO
SYRIA IN 1976 ROSE TO 272 MILLION DOLLARS, MORE THAN
DOUBLE THE 1975 FIGURE. SYRIA IS CURRENTLY THE THIRD
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PAGE 02 DAMASC 01330 251558Z

LARGEST RECIPIENT OF USAID FUNDS, WITH SOME DOLS.
219 MILLION COMMITTED IN THE LAST THREE YEARS, MOSTLY
TO LARGE CAPITAL PROJECTS AND EQUIPMENT LOANS, AND
A SIMILAR AMOUNT REQUEST FOR FY 1977; ALL THESE LOANS
ARE TIED TO THE PURCHASE OF AMERICAN GOODS AND SERVICES.

THE EXCELLENT SYRIAN RESPONSE TO OUR PAVILION IN

PAST YEARS SUGGESTS VERY STRONGLY THAT EXHIBITION AT THE FAIR IS THE BEST SINGLE OPPORTUNITY FOR AMERICAN MANUFACTURERS AND SUPPLIERS TO INTRODUCE THEIR GOODS AND SERVICES INTO THE SYRIAN MARKET. GOODS MAY BE IMPORTED AND EXHIBITED DUTY FREE, AND IMPORT LICENSES ARE GUARANTEED FOR GOODS SOLD AT THE FAIR. THE AMERICAN EMBASSY IN DAMASCUS IS READY TO ASSIST YOU IN IDENTIFYING MARKETS, CUSTOMERS, AND POSSIBLE LOCAL REPRESENTATIVES. THE UNITED STATES DEPARTMENT OF COMMERCE WILL BE SUPPORTING THE EMBASSY IN ORGANIZING THE PAVILION AND WILL PROVIDE A FULL-TIME EXHIBITION DIRECTOR, WHO WILL ARRIVE IN DAMASCUS CONJCRY# 1.

IF YOU THINK THAT THE DAMASCUS INTERNATIONAL FAIR MAY FIT INTO YOUR MARKETING PLANS FOR 1977, PLEASE GET IN TOUCH WITH THIS EMBASSY'S ECONOMIC/COMMERCIAL SECTION OR CALL MR. W. BRADLEY TYRRELL, OFFICE OF INTERNATIONAL MARKETING, DOMESTIC AND INTERNATIONAL BUSINESS ADMINISTRATION, DEPARTMENT OF COMMERCE, TELEPHONE 202/967-4304/5. WE WILL BE HAPPY TO PROVIDE YOU WITH FURTHER DETAILS CONCERNING PARTICIPATION, INCLUDING SPACE RENTAL FEES TENTATIVELY ESTIMATED AT DOLS. 3,000 FOR A 3 X 4 METER BOOTH AND DOLS. 3,500 FOR A 3 X 5 METER BOOTH, AND DOLS. 30 PER SQUARE METER FOR OUTSIDE DISPLAY SPACE.

I LOOK FORWARD TO HEARING FROM YOU AND WORKING WITH YOU FOR A SUCCESSFUL 1977 DAMASCUS INTERNATIONAL FAIR AND A SUCCESSFUL SALES AND PROMOTION EFFORT BY UNCLASSIFIED

UNCLASSIFIED

PAGE 03 DAMASC 01330 251558Z

YOUR FIRM IN THE GROWING SYRIAN MARKET.

/S/ RICHARD W. MURPHY, AMBASSADOR.

2. PLEASE ADVISE IF YOU HAVE ANY PROBLEMS WITH THE ABOVE. MURPHY

NOTE BY OC/T: #AS RECEIVED.

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